

PM Lefts Name Test

desire to go lower

Even tried any of the
four Parent brands

Philly - 100 stores
Strawbridge and Clothier
Sears

Upper middle

FA - 156 stores
Sears

Middle upper

Good traffic

Louisville - 60 stores -
tremendous traffic
Consolidated and Target
Middle

Fort Worth - Hulen Mail
Sanger Harris
Wards

93 stores

Middle - Upper middle

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